REMARKS

Claims 79-89 and 107 are pending, with claims 79 and 107 being independent. Claims 79 and 107 have been amended, and claims 90-106 have been canceled. Support for the claim amendments may be found, for example, in Figs. 2 and 5B and page 6 of the application.

Independent claims 79 and 107, along with dependent claims 81-89, have been rejected as being anticipated by Herz (U.S. Patent No. 5,835,087). Applicants have amended claims 79 and 107 to obviate this rejection.

Claim 79, as amended, recites a method for tailoring a user interface favorites menu for a user. The method includes providing a first favorites menu related to first content and configured to enable access to the first content by users having a first demographic characteristic and providing a second favorites menu related to second content and configured to enable access to the second content, which differs from the first content, by users having a second demographic characteristic, which differs from the first demographic characteristic. An online identifier for a user is received. Based on the online identifier, a demographic characteristic associated with the user is accessed in a database. Based on the accessed demographic characteristic, a favorites menu is automatically selected from among a plurality of favorites menus that include the first and second favorites menus. The selected favorites menus is made perceivable to the user. The selected favorites menu contains a plurality of links, each of which is selectable to access a particular content item. A user is able to manually add or remove links from the selected favorites menu, such that when the selected favorites menu is subsequently perceived, it will include the added links and exclude the removed links. Applicants request reconsideration and withdrawal of the rejection of claim 79 because Herz does not describe or suggest making perceivable to a user a favorites menu that is selected from among a plurality of favorites menus based on the demographic characteristics of the user and enabling the user to manually add or remove links from the selected favorites menu such that when the selected favorites menu is subsequently perceived, it will include the added links and exclude the removed links.

Herz describes a system that enables a user to identify desirable objects from a large collection of objects based on a user profile and active and passive feedback provided by the

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user. See abstract; col. 17, line 15 to col. 18, line 14; col. 20, lines 13-44. The system captures active feedback from the user by identifying a target object that may be potentially interesting to the user, presenting the potentially interesting target object to the user, and requesting that the user assign an explicit interest level to the target object (e.g., an interest score ranging from -2 (active distaste) through 0 (no special interest) to 10 (great interest)). See col. 17, lines 15-29. The system captures passive feedback from the user by inferring the user's interest indirectly from the user's behavior, without the user being aware that his interest is being determined (hence, the term "passive"). For example, if the objects are text documents, the user's interest level in a text document may be represented by an interest score from 0 to 10 and may be calculated by adding points for different behaviors that indirectly indicate interest when viewing the text document (e.g., +2 if second page is viewed, +2 if all pages are viewed, and +2 if more than one minute was spent viewing the document). See col. 17, lines 30-45. Herz also describes enabling a user to actively modify an interest level determined through passive feedback. See col. 17, line 60 to col. 18, line 14.

. Using the user profile and the active and passive feedback (as captured in a target profile interest summary), the Herz system generates and presents to the user a menu containing a list of target objects ranked in order of interest to the user up to a predetermined number of target objects. See col. 58, lines 27-38; col. 67, lines 33-54. Herz, however, does not describe or suggest that a user may manually add or remove links from this list, which the Examiner seems to equate to the recited "selected favorites menu," such that when the list is subsequently perceived, it will include the added links and exclude the removed links. Rather, in Herz, the user is only able to manually specify his or her interest level in target objects through the active feedback process described above, rather than manually specify target objects that should be specifically excluded or included in the list of target objects presented to the user.

For at least this reason, applicants request reconsideration and withdrawal of the rejection of claim 79 and its dependent claims 81-89.

Claim 107, as amended, recites a computer implemented system for tailoring a user interface favorites menu for a user. The system includes means for performing the method

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described by claim 79. Accordingly, for at least the same reasons described above, applicants request reconsideration and withdrawal of the rejection of claim 107 because Herz does not describe or suggest making perceivable to a user a favorites menu selected from among a plurality of favorites menus based on the demographic characteristics of the user and enabling the user to manually add or remove links from the selected favorites menu such that when the selected favorites menu is subsequently perceived, it will include the added links and exclude the removed links.

Claim 80, which depends from claim 79, has been rejected as being unpatentable over Herz in view of Arcuri (U.S. Patent No. 6,232,972). Arcuri does not describe or suggest the feature missing from Herz of making perceivable to a user a favorites menu that is selected from among a plurality of favorites menus based on the demographic characteristics of the user and enabling the user to manually add or remove links from the selected favorites menu such that when the selected favorites menu is subsequently perceived, it will include the added links and exclude the removed links.

Applicants submit that all claims are in condition for allowance.

Please apply any charges or credits to deposit account 06-1050.

Respectfully submitted/

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